

Itasca County Resort & Tourism Association Membership Application

The Board of Directors of the Itasca County Resort & Tourism Association cordially invites you to become a member of the only open membership organization in Itasca County solely dedicated to promoting the tourism industry in our area. ICRTA membership provides both direct and indirect benefits to your business:

- 84% of the ICRTA's annual budget is dedicated to marketing the tourism industry in Itasca County. Your membership investment is used to advertise Itasca County tourism opportunities to potential visitors.
- Membership includes one free yellow pages-style Business Listing and website link on the ICRTA's website: www.northwoodsmnnesota.com (also www.icrta.com). The ICRTA's website is one of the highest traffic tourism information websites in the area, with more than 228 site visitors per day. Traffic to the site has increased more than 400% since the year 2000. Additional listings under other category headings are available for \$15 per listing.
- The ICRTA's Legislative Affairs Committee keeps vigilant watch over local, regional and state level legislation and policy development regarding tourism-related issues. Through the Board of Directors, the membership is kept informed of tourism-related issues that affect them.
- Membership provides valuable opportunities to network with a community of business owners focused on increasing tourism and revenue in Itasca County.
- Members receive ICRTA Email Alerts regarding membership and tourism-related issues.
- Members receive Voting Rights at all membership meetings.
- Sponsorship Opportunities are available for ICRTA general and special meetings. Sponsorship allows you to market your services to the ICRTA membership at large. Sponsorship fees range from \$200 to \$400.
- Access to the Website Specials program. For an annual fee of \$30, members can advertise their own special offers on the ICRTA's website and have direct access to change the special themselves as often as they wish.
- Reduced Advertising Rates in any and all publications produced by the ICRTA. For advertising information, contact ICRTA Secretary Rita Onraet at 218-832-3678.

Business Name: _____
Contact Person(s): _____
Mailing Address: _____

Phone Number: _____
Fax Number: _____
Toll Free Number: _____
Website Address: _____
Email Address: _____

Membership Information:

Dues - \$200 for lodging properties; \$100 for non-lodging businesses	\$ _____
Additional Business Listing - \$15 per listing per year	\$ _____
Special Offers Subscription - \$30 per year	\$ _____
Total	\$ _____

Please make checks payable to the Itasca Country Resort & Tourism Association. Mail dues to:

Rita Onraet, Secretary
ICRTA
PO Box 66
Cohasset, MN, 55721.

Questions can be directed to Rita via email at rita@icrta.com or via phone at 218-832-3678.